Here are some tips to help you succeed in the first group writing activity for Introduction to Management. You can click on blue underlined terms to download additional tips on the underlined writing skill:

1. Establish your credibility by making sure each section begins with a topic sentence that puts forth a position for the entire section. The topic sentence makes a claim that you will defend in the section. Tip: ask yourself, “What position does the section have to establish?” Then, convey that position in 1-2 sentences – this/these will serve as your topic sentence(s).
   - State what the concerns of the relevant groups are and why they are significant; remember that you are communicating the positions held by interested parties, not simply stating your own concerns.
   - Don’t simply say the silent partners have concerns – that is obvious information and does not help your reader understand the point of your paragraph – make it clear why the concerns matter.
     o Remember that you are stating the concerns of the stakeholders, not your group’s own concerns.

2. Remember that your memo must communicate the positions held by different groups of interested parties who do not agree with one another; as such, each piece of evidence your memo presents may not support the same course of action.
   - Regardless of what position your evidence supports, be sure that the evidence you include is relevant, credible, and phrased concisely.
   - Don’t cherry-pick evidence that supports only one position while ignoring the scope of the situation – doing so may mislead your audience and damage your credibility as a communicator.

3. View the 4-page memo as a document that builds to a recommendation, not as a document that simply states a recommendation. Structure your memo as a logical, linear chain of evidence so that your recommendation seems credible to the silent partners when they’re reading it.
   - An effective memo should build a case for a course of action instead of simply answering questions from the assignment prompt.
     o Ask yourself: Is our group making a logically organized, credible case or are we just answering questions 1-5?
   - Don’t answer each of the five questions in the assignment prompt as if they were unrelated to each other.

4. Strive for a unified narrative voice – the memo should read as if one person wrote the memo, not several.
   - Use an active voice, precise word choices, and proofread for grammar, usage, and sentence structure errors prior to submission.